PORT OF LONG BEACH

Harbor Highlights

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The Port of Long Beach: A Paying Concern

Even though the Port of Long Beach is physically located on the ocean front of Long Beach, its economic, financial and personal impact is felt throughout Southern California and the Western United States. The Port of Long Beach annually generates in excess of $584 million to the area's economy.

Long Beach Harbor plays an essential role in the existence of more then 109,000 jobs in Southern California, which translates into annual personal expenditures of approximately $160.3 million for food, $152.5 million for housing and transportation, $113.6 million for clothing, personal care and medical, $49.1 million for recreation, education and insurance, $28.4 million for savings and investments and $49.1 million for personal income tax.

Additional indirect benefits to the local areas are estimated to be in excess of $2.3 billion per year. Projecting through the year 2000, Port tonnage and commerce activity increases will create more than 5,000 new permanent jobs in primary port-related operations. During this period, an additional $100 million annually will be spent in local communities.

It is important to understand that not one penny of city tax funds goes into the Harbor's operations. Port income is accrued through the collection of wharfage, dockage and rental fees, attesting to the fact that Long Beach's Harbor Department is, indeed, expertly governed and administered.

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Hands, Fingers and Coconuts.

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Sound like an unlikely combination? Not if you take a closer look at the cargo being offloaded at the Standard Fruit and Steamship terminal.

The "hand" and "fingers" part of the operation are 40 lb. boxes of bananas imported from Nicaragua in bunches (hands) and singles (fingers). Either way, Standard Fruit will process some 21 million every week—enough to treat every resident of Southern California to two banana splits.

While banana boats call regularly from Nicaragua and Ecuador, only those coming from Nicaragua carry coconuts in their holds. On an average run, anywhere from 500 to 1,000 cartons of Nicaraguan coconuts will be tucked in with the bananas—just enough to keep the terminal operation on its toes.

Adolf "Ace" Philippi, Standard Fruit's west coast terminal manager, tells it like it is.

"As cargo, coconuts are delicate. A boxful is top heavy and handling it can be a juggling act. Drop it and you crack the coconuts. Changes in temperature can cause cracks, too. Coconuts just aren't as tough as they look."

Bananas, on the other hand, are comparatively durable so long as temperatures in transit are controlled. Ideally, the fruit is in refrigerated holds at around 56 degrees and offloaded into "reefer" trucks that maintain the same coolness.

Moving the cargo from ship to freeway is an art in itself.

The most traditional method involves the kind of conveyors used by Del Monte on Pier D.

More specialized are the up-and-over banana gantries at the Standard Fruit Terminal. Either process can send anywhere from 2000 to 4500 boxes of bananas on their way to distributors here or as far distant as Calgary, Alberta.

Even after delivery to wholesale grocery chains, temperature control continues to play a major role in readying the fruit for market. Bananas are shipped in green, and virtually all of them will be ripened "on demand" in ripening rooms—here or at destinations hundreds of miles away.

Left to their own devices, bananas ripen unevenly, a hit-or-miss process that can leave the skins splotchy, even black. The plump, golden fruit found in supermarkets got that way through closely monitored temperatures and exposure to ethelyne gas.

Most major grocery chains have their own banana processors. When they run short they call on companies like Harbor Banana Distributors in the Port where 30 ripening rooms can get up to 65 thousand boxes of bananas counter-ready.

Depending on demand, the ripening process can be completed in as few as four days, or stretched out over six days.

On-demand ripening is fairly new and so is the concept of shipping bananas in boxes. As late as 1960 bananas were shipped the same way they are harvested—in giant stalks.

Boxing has eliminated the waste associated with shipping that heavy stem. And by packing the bananas in "hands," greater quality control can be exerted over the size of the fruit.

The most uniform of all are the banana "fingers." As equal in size and shape as man and nature can make them, these are the bananas that get stuck on sticks, dipped in chocolate, and vended in places like Disneyland and Coney Island.

But regardless of their final destiny, chocolate-coated or otherwise, bananas are a happy fruit.

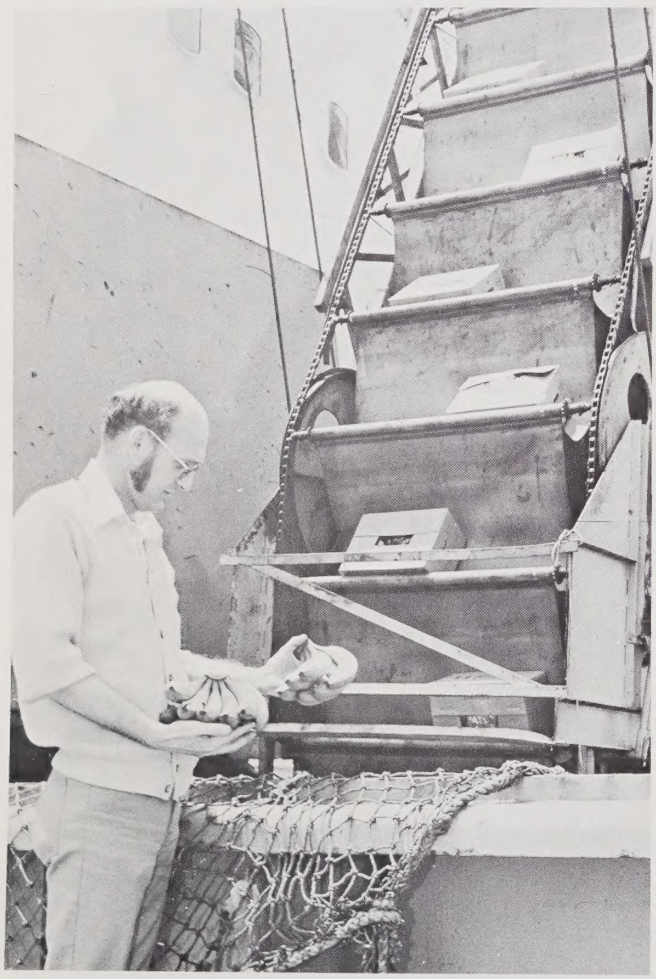
Nutritionists laud them. Babies gum them and monkeys go ape for them. Even the peelings have provided more classic comedy routines than could possibly be counted.

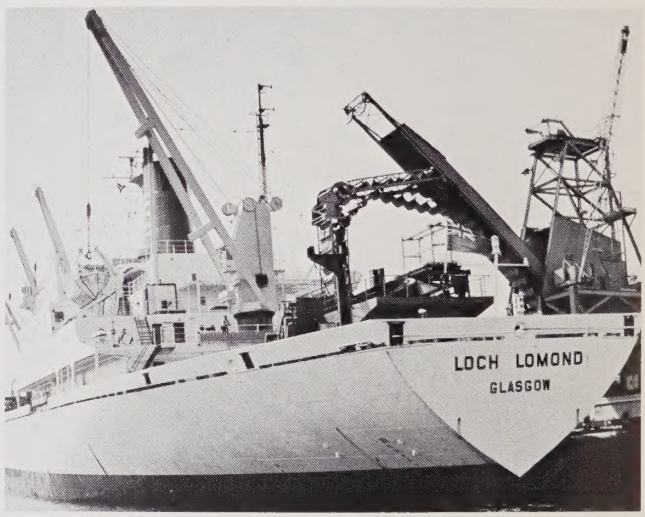
The fact is, everyone loves bananas. And nobody is above making puns of them.

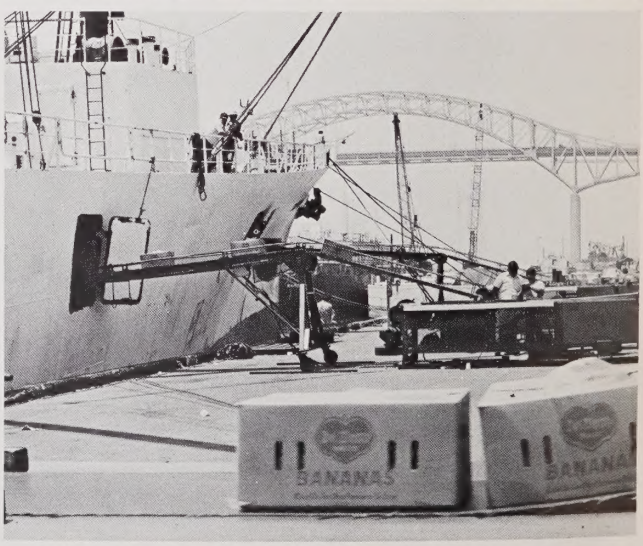
Just ask Ace Philippi over at Standard Fruit. He has heard them all. Over and over again.

"I know, I know," he sighs. "The banana business really comes in bunches. And, yeah, it really has appeal."

Just don't forget those coconuts. That's a hairy business, too.







International Festival

The fifth annual Long Beach International Festival of folk dancing and ethnic foods and crafts drew a throng of 15,000 to Harbor Plaza in the Port of Long Beach on May 20 and 21.

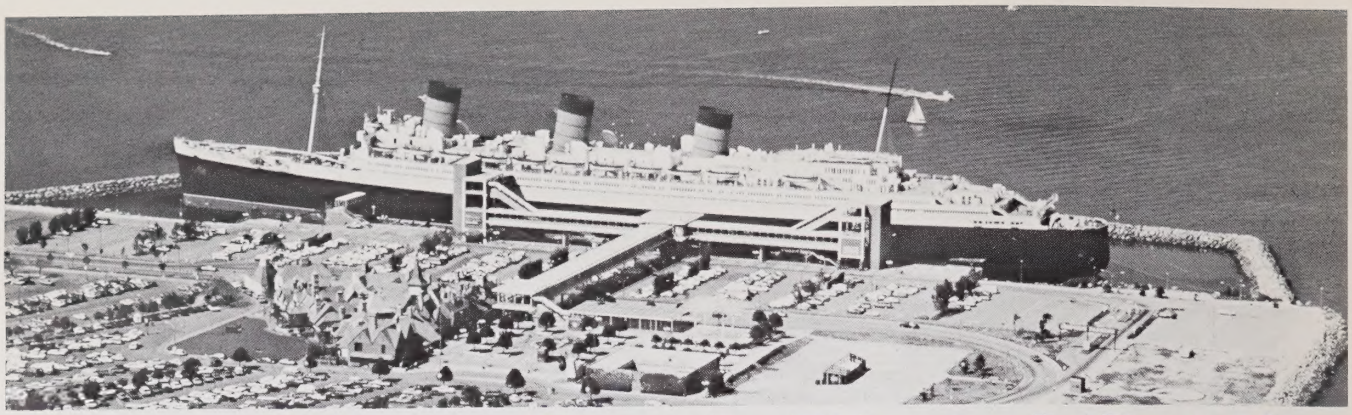
The pageant celebrating World Trade Week 1978 proved a gustatorial as well as visual treat for those bent on sampling such delicacies as Cambodian egg rolls and Greek pastries vended from booths flanking a large outdoor stage.

Both days, business—and the weather—were brisk.

Under cloudless skies, retinues of brilliantly costumed dancers took to the stage—performing the traditional and stylized dances of foreign lands while, one block away, sightseers queued up for free hour-long cruises of the harbor.

The colorful event, one of many held throughout the southland during World Trade Week, had special significance at the Port where trade with 160 foreign countries is routinely carried out. Underscoring the friendship that exists between these nations was the traditional Wedding of the Waters ceremonies in which some 30 representatives of countries participating in this year's festival took part.

As far as the sponsoring committees are concerned, the Saturday-Sunday affair—an amplification of the previous year's one-day events—proved that two days are better than one. Accordingly, representatives of the Women's Council and International Business Association of the Long Beach Area Chamber of Commerce, Long Beach Recreation Department, and the Port of Long Beach are already at work planning next year's event slated for May 19 and 20.



Port of Long Beach Hosted Public Aboard Queen Mary To Enjoy "Royal Fourth" Celebration

LONG BEACH—A "Royal Fourth" open house celebration attracted a record 22,000 visitors aboard the famed luxury liner Queen Mary on the 4th of July, when the public was invited by the Port of Long Beach to come aboard and join in the day-long free festivities marking official transfer of the noted luxury liner from the City to the Long Beach Harbor Department.

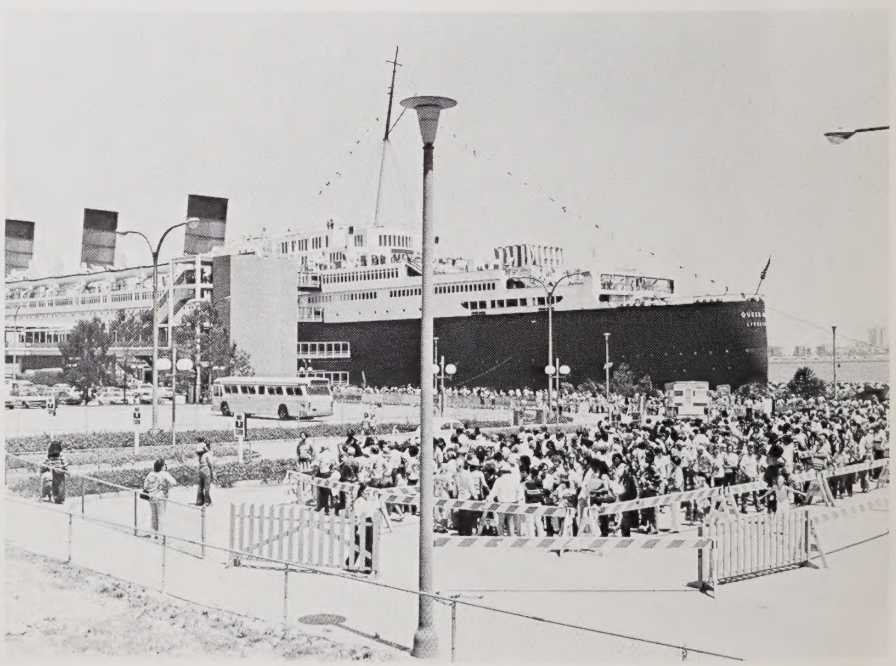
Queen Mary Bureau Director Marvin Wolff reported the crowd was entertained by Scottish drum and pipe corps, marching bands and strolling clowns—all in addition to the normal complement of talented entertainers performing along the wharf, in Mary's Gate Village, and aboard ship. The colorful Changing of the Guard ceremony also took place in front of the tour entrance every hour on the hour.

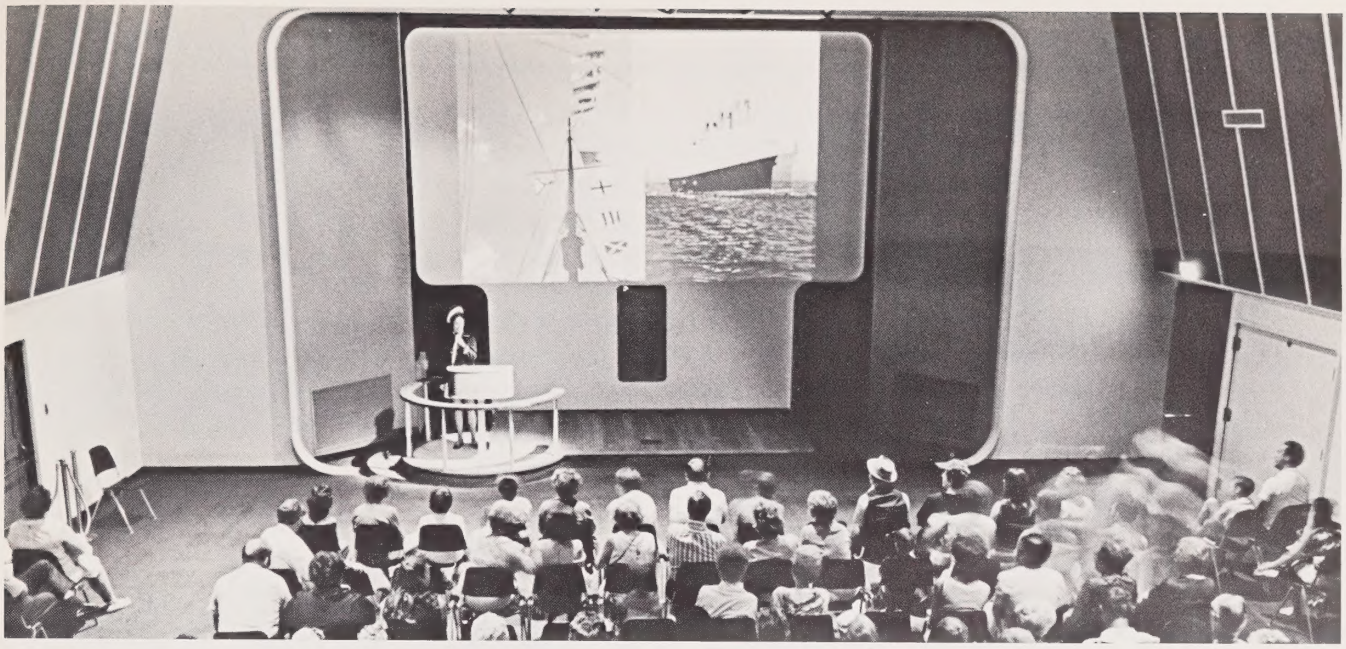
Evening entertainment included a spectacular fireworks display by the City and Port at 9 p.m., followed by free dancing to live big band sound provided on the after Sun Deck by Specialty Queen Mary. Sky divers trailing red, white and blue smoke added to the pre-firework excitement.

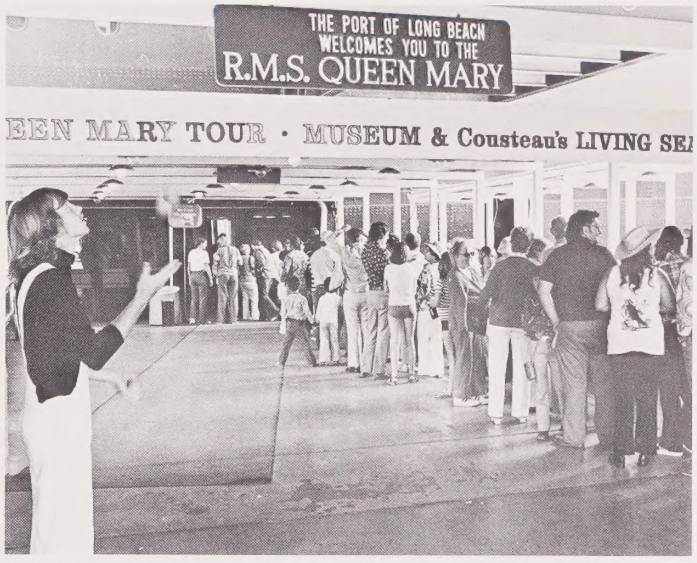
Wolff noted that this was the first time in the more than ten years the ship has been in Long Beach that it was open without charge. Free parking has been in effect at the Queen Mary for the last year and this policy will continue under Port management.

Two reporters from Stanford Research Institute recently judged the Queen Mary Tour among the top five attractions in California and rated the tour, combined with a stay aboard in the Queen Mary Hyatt Hotel, as one of the two best family vacation experiences in the State.

The Queen Mary is permanently berthed at the Port of Long Beach terminus of the Long Beach Freeway.






THE PORT OF LONG BEACH
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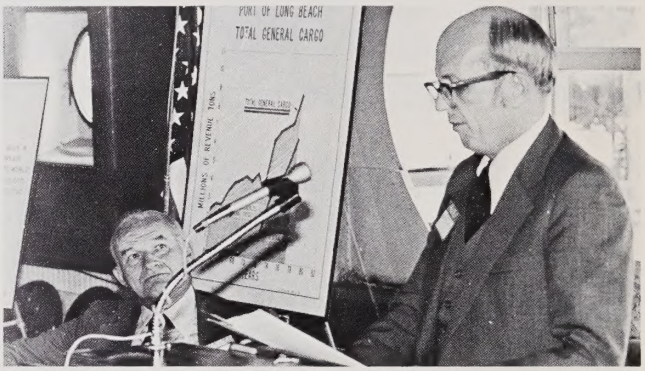
Special Events

Employees attended an openhouse recently for briefings on the current activities of the Port. After coffee and refreshments were served, administrative employees met on the roof of the Port building for updates and discussion on Harbor activities and proposed plans, while the maintenance crew met in their own department to view the newest plans and projections of the Port. General Manager James H. McJunkin met with both groups to present an overview of the Harbor's present and future.

Commissioner John Hanna listens intently as General Manager James H. McJunkin addresses the Maritime and Harbor Affairs Committee. Outlined during the meeting were the Port's present involvements and major projects already underway, stressing the broadening scope and continued growth in importance of the Port of Long Beach in the Western United States.



James H. McJunkin (center), General Manager of the Port of Long Beach, made a surprise retirement plaque presentation to Port Plumbing Supervisor Vic Rohmer (right), at a recent staff in-service session.

Vic retired from the Port June 30, after 28 years of service. His responsibility included maintaining 39 miles of Port water lines and 1900 valves along with 10 miles of sanitary sewers and administration building plumbing.

Irish Port official Michael N. Conlon (right) was a recent visitor to the Port of Long Beach. He is pictured here admiring the Harbor's portable display unit with Doug Jones, Chief Property Agent, after a tour and review of all shipping activities. Mr. Conlon, who serves as Cork County Manager, was particularly touched by the Irish national flag flying above the Port's headquarters and promised to have the Stars and Stripes in readiness for a visit from Harbor officials.

Shipper's News

New Fesco Ship Arrives

Maiden arrival of the fully-cellular container ship Khodozhnik Prorokov of Fesco Line at Pacific Container Terminal in the Port of Long Beach was noted by traditional presentation of an Apollo-eye portrait of the area taken from 105 miles in space. Seen at ceremony aboard are, left, W. E. Tilley, Executive Vice President, Crescent Wharf & Warehouse Co.; Lee Sellers, Asst. General Manager of the Port; Captain Vladilen Yuryev; Arthur C. Novacek, President of Moram Agencies, Inc.; and G. J. Enzerink, Moram Vice President, Long Beach.

New Koppel Headquarters

Official dedication and open house at the new corporate headquarters of Koppel, Inc. on the tip of Pier J in the Port of Long Beach found George E. Koppel, left, president of the grain export firm, being presented with an Apollo-eye photograph of Southern California and a porthole plaque marking the occasion by Long Beach Harbor Commission President Richard G. Wilson. Koppel recently completed an $8-million project to double the terminal's grain handling capacity, which in turn will enable the 2.2 million bushel facility to greatly increase its exports, thus helping to reduce the nation's trade deficit.

Fire Engine for China

A possible first-ever export passed through the Port of Long Beach recently in the form of a bright red Firebird firefighting and rescue aerial unit fire engine . . . destination Peking in the People's Republic of China. Built in nearby Santa Fe Springs by Calavar Corp., the unique unit's articulated boom is capable of reaching 15 stories within minutes. It was loaded aboard K-Line's Golden Gate Bridge at the ITS container terminal for transshipment to Japan en route to Shanghai and Peking.

Proposed Finished Cement Terminal To Ease State's Shortage

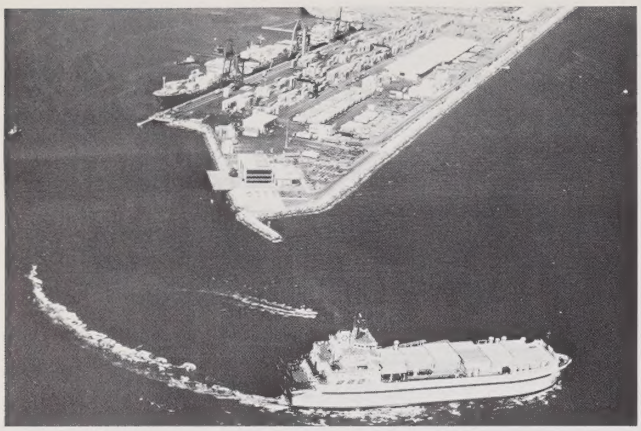
The Long Beach Board of Harbor Commissioners recently accepted the filing of a proposal from Pacific Coast Cement Corporation to construct and operate a 500,000-ton-a-year finished cement receiving and distribution facility to be located on Pier D in the Port of Long Beach.

Pacific Coast is a newly formed company, whose shareholders are Engelhard Minerals & Chemicals Corporation, Exportadora Espanola de Cementos Portland, S.A. and Lawrence J. Ramer and John W. Sweetland.

There is now a severe shortage of cement in California. Plagued by the recent drought, spiraling energy costs, and strict air pollution regulations, California's cement manufacturing industry is unable to meet local demand for cement. Environmental regulation and high energy costs associated with the manufacture of cement may make it difficult or impossible for the industry to expand to meet future demand.

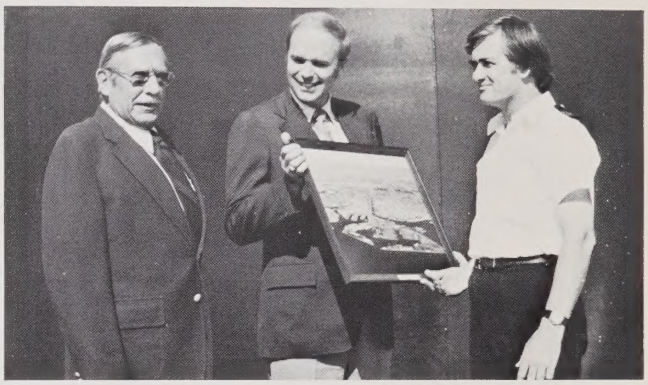
The proposed new port facility will bring to California already manufactured or "finished" cement. This leaves the environmental and energy costs associated with the manufacturing of cement abroad, while providing California with an assured supply of the needed finished product.

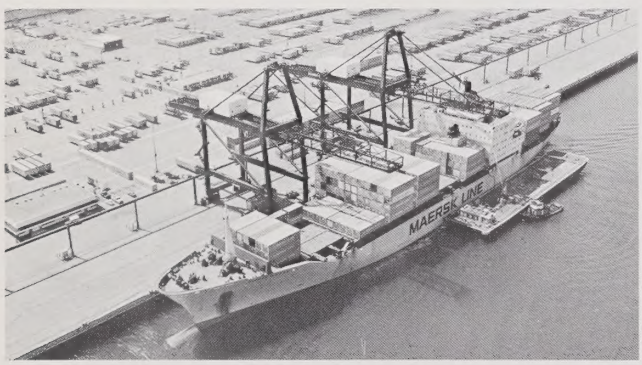
Shipper's News



RO-LO Pacific, newly-formed Roll On-Lift On cargo line, brings a unique twin stern ramp type of operation to Long Beach with two ships in regular transpacific service to Japan and Korea. Here the Stockholm-registered MV Bellman makes a smart turn as it leaves the Southeast Basin following its maiden call at Long Beach Harbor.

On hand for the traditional maiden arrival ceremonies of the La Cordillera at Pier G in the Port of Long Beach were (from left) Fred Noonan, President and agent for Fred Noonan Co., Inc.; Adolf Zetterberg, Assistant Director of Port Operations who presented Captain John Word an aerial view of the Port of Long Beach. The La Cordillera, which was launched in Japan on June 8, 1978, was loading 19,000 metric tons of potash and 8,000 metric tons of salt cake for Aukland, New Zealand.





Maersk Line Pacific, Ltd., has launched transpacific service from its new terminal on Pier G, following a move from former facilities on Pier J, with arrival of the Adrian Maersk at Berths 228-229. The 30 acre terminal boasts two 40 ton Paceco Portainers and will expedite container handling for the nine ship fleet of fast Maersk vessels, which are currently being lengthened in Japan to further increase their carrying capacity.

Steven P. Resnick (far right), traffic manager, recently welcomed visitors to the Port of Long Beach; (left) Richard B. Thomas, Assistant General Manager for Maersk Line; Mr. and Mrs. Hashir H. Abdullah, Deputy Director General of Kelang Port Authority in Malaysia. The Malaysian visitors were given a tour of Port facilities and shown potential locations for a cement receiving facility.

Who's News

. . . and the Winners Were Honored

When it was finally all over despite record rainouts—participants in the third annual Long Beach Harbor Coed Softball League gathered in Harbor Plaza for a noon hour picnic and some well-deserved pats on the back for a season well played and hotly contested.

Among the celebrants were representatives of the Long Beach City Hall team who went to bat under the name of Budweiser. The undefeated Buds squeezed into first place after edging the Port players into second place by a decisive 9-6 score in the finals.

Following lunch, Steve Resnick, Port coordinator for the league, took to the stage and called out the names of the winners. Honored were (l to r) Bob Munoz and Terry Salter, representing the third-place ITS team; Terry Battle, accepting the Budweisers' first-place biggie; Gary Brown, sports supervisor with the Recreation Department that organizes, coordinates and provides umps for the league; Mike Crevda, also of the recreation Department, who accepted the trophy for the fourth-place team from Standard Fruit and Steamship, Co.; and Mike Powers, captain of the second-place Port team.

Outstanding Service to Port

The following employees retired between January 1, 1978 and June 30, 1978:

Allan W. Lorenzen
Charles M. McAvoy
John D. Roston
Thomas S. Steffan

Service Pins presented January 1 thru June 30, 1978:

30 Years
Robert L. Culbertson
Robert A. Millington
Charlie Cobb
Henry Vanderpool, Jr.

25 Years
Victor L. Burnett
Louis A. Wheeler, III
Vernon A. Trammell
Gery H. Porter
Gregory M. Rangel
Donald K. Rutherford

20 Years
Fred R. Mackey
Edward B. Miller

15 Years
Gary M. Metzger

10 Years
William L. Conahan
Armando A. Gomez
Elmer V. Huisinga
Paul H. O'Haver
Erika Burke
William L. Melton
Jerrold J. Sanders
Frank M. Adkisson
Carl H. Smittick
Henry T. Brewer

Eileen Lafferty Named to Port Staff

Eileen Lafferty, recently appointed Public Relations Assistant for the Port of Long Beach, brings to her new post more than 25 years of experience in journalism and public relations.

Her move to the Port's Administration Building is a short one, involving a transfer from nearby Recreation Department headquarters where, for five years, she was Publications Supervisor in charge of publicity and public relations.

Before that, Ms. Lafferty was a member of the Litton Shipbuilding Division's public relations staff assigned to cover the division's Culver City engineering and administrative facility and its shipbuilding complex in Pascaqoula, Mississippi.

Earlier affiliations include a five-year assignment with North American Rockwell's proposal team and a three-year tour of duty with the Long Beach Naval Station.

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California United Terminal Omni-Cargo Facility Gets Two New Container Cranes

Container cranes Nos. 14 and 15 will soon go into operation at California United Terminal's new omni-cargo facility on Pier C, and when they do they will serve also as ten-story billboards identifying the Port of Long Beach. The two Paceco 40-ton capacity Portainers are the latest addition to Long Beach's container capability. Fabricated in the Bay Area, they arrived at Pier C by barge and were put together like a giant erector set in two weeks by Aggressive Erectors. Each crane cost $2.7-million and will enable CUT to handle a variety of container ships. The omni-terminal also boasts a Roll-On/Roll-Off ramp and can also accommodate breakbulk vessels.

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